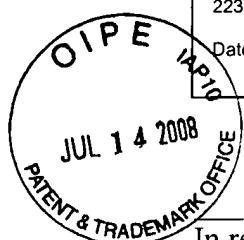


I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as First Class Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: July 9, 2008

Signature: Debra M. Gilbride
(Debra M. Gilbride)

Docket No.: SIMU-P01-003
(PATENT)



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Michael M. Segal

Application No.: 09/770,808

Confirmation No.: 8253

Filed: January 26, 2001

Art Unit: 3691

For: SYSTEMS AND METHODS FOR DIRECTING
CONTENT WITHOUT COMPROMISING
PRIVACY

Examiner: O. Akintola

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated January 9, 2008, please amend the above-identified U.S. patent application as follows. The time period for response has been extended to July 9, 2008, by the accompanying petition for a three-month extension of time:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

Petition for Extension of Time is being filed concurrently herewith.